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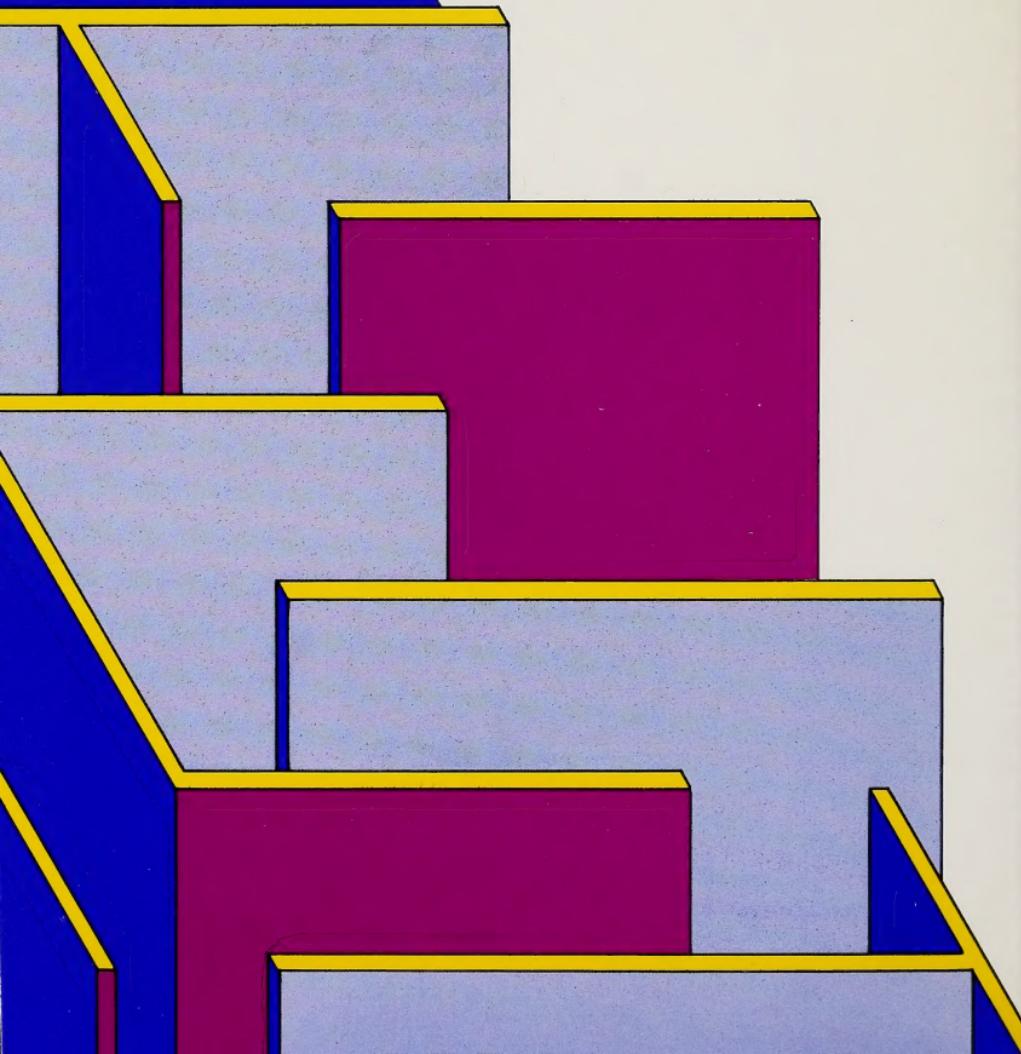
JOB SEEKERS' HANDBOOK

**Looking at Job
Opportunities**

**Marketing
Yourself**

**Staying
Positive**

*Helping You
Through
the Maze*



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JOB SEEKERS' HANDBOOK

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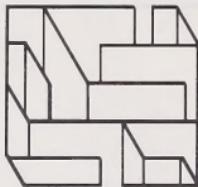
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INTRODUCTION

One life — one job? Not anymore. The traditional life pattern of choosing an occupation, training for it, and working at it until you retire is no longer a given in our dynamic and changing society. It's unrealistic to expect to choose a line of work that's suitable today that will remain so for the rest of your life.

So much is happening in today's world and it's happening very quickly — especially in the world of work. Laser technology, talking computers, and sophisticated robots have changed the nature of work, and leave many of us in a tail spin wondering how we'll adjust to these changes, and questioning where they will lead us. Today the world is a different place than it used to be; it's no wonder that jobs are changing.

But occupations have always been changing. Over time chariot drivers were replaced by wagon train masters, who were replaced by steam locomotion engineers. Now they are all obsolete. Blacksmiths and elevator operators along with hundreds of other jobs are being phased out. But whoever considered a heart transplant surgeon, an astronaut, a computer typesetter, a pollution engineer, or an energy efficiency expert as legitimate occupations 30 or 40 years ago.



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Life is a constant encounter with change. We're always adjusting to changing circumstances especially in the work place — companies close down, the marketplace changes and demand drops, jobs become obsolete; or we experience change within ourselves. In today's changing world, we will have to be prepared to look at new job possibilities many times throughout our lives.

Nowadays people are changing jobs on an average of every three or four years. Some people are promoted, transferred, or fired; others retire, quit, or go into different fields of employment. Many are juggling home and work responsibilities by job sharing, or working part-time. Others are leaving the jobs they've had for years to open up their own businesses. New companies start up, workloads increase, temporary jobs become permanent, or volunteer work becomes paid work. Change is everywhere.

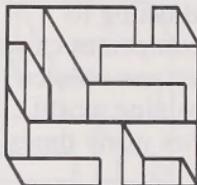
But even in such an environment there are job opportunities. Finding one is the challenge. It takes time and effort, but it's possible. Vacancies are created all the time, but most of them you won't read about in the paper. Generally, only one out of every five job vacancies is advertised. Other approaches or skills must be used to crack the 'hidden' job market. "Talking to people," "using connections," "job targeting," and "marketing yourself" are just a few of those approaches. Knowing and using as many different approaches as possible is what counts.

But if you've been pounding the pavement looking for a job, you know what a maze this job hunting process seems to be. You encounter barriers when you try to get to the person who does the hiring. You get the run-around when you try to get certain information. Just when you've worked your way through those difficulties, something else pops up to stop you dead in your tracks. Where do you go next? What turn should you make now to find your way through the maze?

Job hunting can be confusing. It all seems like an intricate network of passageways. Even when you use all the right job-seeking tools — "targeting your resumes," "checking things out," "making contacts," and "preparing for interviews," you'll experience frustration when job offers don't come your way. You may feel like you're up against another brick wall. Just knowing that these stop-starts are a part of the job-seeking process can help you cope and carry on. And carry on you can.

But how? The answer to that lies in your ability to develop everyday skills for coping with change. Being **flexible, versatile** and **creative** helps you to take advantage of opportunities, and to see alternatives when things don't go according to plan. **Staying positive** helps you put things into perspective, and can keep you motivated. **Having support** from family, friends and professionals helps maintain your morale.

These "coping-with-change" skills go hand in hand with the "job seeking" skills described in this handbook. Together they're powerful tools for job seeking...and job finding. Try them and see for yourself. Let *Job Seekers' Handbook* help you through the maze.



LOOKING INTO YOURSELF

To be a successful job hunter, the first person you need to get in touch with is yourself. If you see yourself as a confident person, capable of doing a lot of different things well, that's the impression employers will form of you. How you see yourself is how employers will see you. Half the battle has been won when you can inspire confidence on the part of employers, and give them reason to believe you can do the job.

So, take a good look at the kind of person you are. In order to get what you want, you have to know who you are and what you want. The more you know and understand yourself, the greater your chances of not just finding jobs, but finding those that are right for you.

*Which people get jobs in tight times?
Those who know what they can and
want to do, and know how
to go about getting the work they want.*

Your Achievements

Take a sheet of paper, a pen, and some quiet time. Look into your past. Write down the things you've accomplished and feel good about. Did you restore a broken-down Chevy and sell it for a handsome profit? Run the most successful charity fund-raiser in your neighbourhood's history? Or were you the editor of your local newspaper — increasing sales, selling articles, and making the paper valuable to its readers?

By knowing your accomplishments, you can start to zero in on the skills you have used to provide successes. So start your 'Achievements List' and lift your ego. You've accomplished a lot in your lifetime.



SUE FIXED THE PHOTOCOPIER AGAIN!

Achievements List

*creatively finished basements
increased car sales by 10%
best student in first-aid class*

Your Skills - Ammunition for the Job Hunt

Think of your skills as human capital — money in the bank. Skills increase your earning power, your value to an employer. Everyone has them. You've developed them as a worker, a volunteer, and a family member. On the average, people have over 700 skills but just haven't taken the time to identify the majority of them. So now's the time to take a long look at those things that you have learned to do well. Is it organizing, leading, teaching, or communicating? Assembling, constructing, or operating equipment? Once you've got the list going, you'll be surprised how many skills you have that are valuable both in and outside the work-world.

Take the skills needed to be a newspaper editor. Writing. Interviewing. Organizing. Managing. Editing. Proofing. Selling. Budgeting. Each one of these skills is highly valued in the work-world. Skills like these can transfer from job to job. It takes many different kinds of skills to do any job well. Knowing your skills will increase your chances of being hired or promoted in the occupational area of your choice.

The first thing to do to find your skills is to throw away labels that tie you to one occupation or job ("I'm a general manager," "I'm a secretary," "I'm a housewife"). Instead, see yourself as a person with many skills ("I'm knowledgeable about gas well procedures," "I'm good at coming up with new ideas," "I have a winning way with kids," and "I can budget money").

Think about the many things you can do, and what you're good at. Jot them down below in your own 'I Can Do This and I'm Good at That List'. If you need to jog your memory, look back at your 'Achievements List', and determine the skills you used for each. To be a successful fundraiser, you used your planning, organizing, managing and leading skills. To be good at finishing your neighbour's basement, you used your designing and building skills.

Your list is going to be a lot longer than you think. Whatever you do, don't trivialize the skills you developed outside the workplace. Just because you worked without a paycheque doesn't mean the skills you developed and used aren't valuable or won't apply in the workplace. See how many skills you can come up with. Go ahead.

I Can Do This and I'm Good at That List

persuade others
show good judgement

Now that you can see some of the skills you have to take to market — how do you know which ones employers are looking for? Which skills are the most valuable and why?



ACCURATELY EVALUATE YOUR SKILLS.

Basically, marketable skills are divided into three areas:

1. Technical Skills
2. Functional-transferable Skills
3. Self-management Skills

Technical Skills

Your technical skills are what you technically know that enables you to do the job. Such skills are specific to one type of work. You can see and appreciate the need for this kind of skill — the expertise in the cockpit of a 747, working under the hood of your car, or the designing of a bridge. From cabinetmaking to plumbing, technical skills are hard at work everywhere. This special knowledge is generally acquired through school, self-tutoring, on-the-job training, or particular courses and seminars.

But don't take yourself out of the running if you don't have a certificate, union ticket, diploma or degree for the job you want. You may be able to get the training — either on the job or in the classroom. Even workers who have been years on the job must keep updating their skills to keep current with technological advances. In fact, knowing how to learn is rapidly becoming more important than being a master of any one specialty. As traditional jobs change and new jobs come into being, workers will need to adapt more quickly to job requirements.

*You are an ever-changing
encyclopedia of skills.*

Functional-transferable Skills

Your functional-transferable skills are not specific to any one job. Your ability to teach others, organize things, solve problems, communicate ideas, construct various things, supervise people, or advise others can be used in a variety of settings, both in and out of work. And they probably started showing up early in your life.

The child who could more often than not persuade her or his parents to postpone bedtime may be using these same skills in a sales or supervisory position later in life; the youngster who took your sewing machine to pieces may be a top technician today; the class clown may be earning a living on the stage. Such skills are learned and developed through daily living, not just through paid work.

People often make the mistake of thinking that their functional transferable skills are worthless because they seem such a natural part of their personalities, but these very skills can be the deciding factor in hiring one person over the next.

Sometimes the person with the best technical skills is not the most valued if the ability to assess and evaluate information, and make sound decisions is lacking. So, in your lifetime, if you've become skilled at problem solving, organizing, interpreting, demonstrating, convincing, and coordinating, you have a lot to offer an employer.

Go over the following 'Functional-transferable Skills List'. Check the skills you've developed, and are capable of. Which ones do you enjoy using, and want to use in your next job? Think of examples of how you've used these skills in your work and personal life. List as many as you can. Add them to your 'I Can Do This and I'm Good at That List'. Then choose the ten most meaningful skills to you.

Remember your functional-transferable skills are the constant factors you can rely on to make you a marketable product. They set you apart from everyone else, and represent a powerful asset for you when job hunting.

Functional-transferable Skills List

Communication Skills

— advertising	— explaining
— advising	— extracting
— arbitrating	— influencing/persuading/convincing
— bargaining	— informing
— communicating	— interpreting
— debating	— interviewing
— editing	

- lecturing
- listening
- lobbying
- negotiating/mediating
- notifying
- politicking
- preaching
- promoting/publicizing
- reading
- reporting/presenting
- selling
- story-telling
- summarizing/paraphrasing
- talking/speaking
- transcribing
- translating
- writing/corresponding

Creative Skills

- arranging/decorating
- composing
- creating
- demonstrating
- designing
- developing
- devising
- discovering
- displaying
- drafting
- drawing/illustrating
- experimenting
- expressing
- generating ideas
- imagining/fantasizing
- inventing
- mapping
- modelling
- observing
- painting
- perceiving intuitively

- performing/entertaining (acting/dancing/joking/singing)
- photographing
- playing (any musical instrument)
- preparing food/cooking/baking
- printing
- producing/making crafts
- shaping/sculpting
- styling
- visualizing/predicting
- weaving/knitting

Working With Information Skills

- analyzing
- appraising
- assessing
- checking
- compiling
- copying
- defining
- detecting
- diagnosing/determining
- evaluating/reviewing
- examining/inspecting
- filing
- formulating
- hypothesizing
- identifying
- inspecting
- investigating
- judging
- learning/studying
- memorizing
- navigating
- organizing/classifying
- prioritizing
- processing
- projecting
- proofreading

- proving/substantiating/verifying
- questioning
- reasoning
- relating
- remembering
- researching/information gathering
- resolving/problem solving
- scheduling
- screening
- selecting
- surveying
- symbolizing
- synthesizing
- testing
- understanding/comprehending
- updating
- building/constructing
- catering
- driving
- fixing
- installing
- lifting
- manipulating
- model-making
- operating
- repairing
- restoring
- servicing
- sewing
- sorting
- typesetting
- typing

Leadership Skills

- administering
- coaching
- conducting
- coordinating
- deciding
- delegating
- facilitating
- initiating
- leading/directing
- managing
- mentoring
- motivating
- overseeing/heading up
- planning
- programming
- referring
- structuring
- supervising
- umpiring

Manual/Mechanical Skills

- adjusting
- assembling

Mathematical Skills

- accounting
- auditing
- bookkeeping
- budgeting
- buying
- calculating/counting
- collecting
- computing
- estimating
- financing
- money-managing
- purchasing
- taking inventory

People/Interpersonal Skills

- assisting/helping
- babysitting
- caring
- consulting
- counselling
- educating/teaching/instructing
- empathizing/dealing with feelings

- enforcing
- guiding
- liaising
- protecting/guarding
- recruiting
- rehabilitating
- serving/hostessing
- supporting
- training

- treating/nursing

Physical Coordination Skills

- climbing
- playing (any sport)
- riding
- running
- skiing
- swimming

*Knowing you have vital skills
to sell on your job hunt,
helps build confidence.*

Self-management Skills

Your self-management skills describe what you're like as a person and how you do things. Your attitudes, personality traits, and work habits help you adapt to and handle different situations. The important thing to remember is that self-management skills such as the ability to take initiative, to retain a sense of humor, and perform well under stress, are not necessarily developed in the workplace...but they are highly valued there. And being flexible, cooperative, motivated, responsible, or resourceful are important assets to any job.

It's a good idea to match your self-management skills to each job you're interested in. If you're an enthusiastic person, try to find a job in a setting where enthusiasm is a real plus. If it's hard for you to get up in the morning and get to work on time, try to avoid taking a job that requires being punctual.

*Employers are on a constant
lookout for clues as to how
a potential employee will adapt
to and handle different situations.*

To give you an idea of some of the self-management skills you have, take a look at the following 'Self-management Skills List'. Start off by saying 'I'm...', and circle those words which describe you. Keep them in mind, such skills can make the difference between being hired or not.

Self-management Skills List

academic	courageous	humorous
accurate	courteous	imaginative
adaptable	creative	independent
adventurous	curious	industrious
aggressive	daring	informal
alert	decisive	innovative
ambitious	dedicated	introspective
amiable	deliberate	inventive
analytical	dependable	keen
articulate	determined	kind
assertive	diligent	knowledgeable
attentive	diplomatic	light-hearted
attractive	disciplined	logical
broad-minded	discreet	loving
businesslike	dominant	loyal
calm	eager	mature
capable	easy-going	methodical
careful	efficient	meticulous
cautious	energetic	moderate
charitable	enjoyable	modest
charming	enterprising	motivated
cheerful	enthusiastic	natural
clear-thinking	expressive	objective
clever	firm	obliging
compassionate	flexible	open-minded
competent	forceful	optimistic
competitive	forgiving	orderly
confident	formal	organized
conscientious	frank	original
conservative	friendly	outgoing
considerate	generous	patient
consistent	hard-working	people-oriented
constructive	healthy	perceptive
cool-headed	helpful	perfective
cooperative	honest	persevering

personable	reliable	steady
pleasant	resourceful	strong-minded
positive	responsible	supportive
practical	retiring	systematic
precise	risk-taking	tactful
productive	secure	talented
progressive	self-confident	teachable
prudent	self-reliant	tenacious
punctual	sensitive	thorough
purposeful	sharp-witted	thoughtful
quick	sincere	tolerant
quiet	smart	trusting
realistic	sociable	trustworthy
receptive	sophisticated	unaffected
reflective	spontaneous	versatile
relaxed	stable	

Your Interests

Look back over your life and think about your **interests** — what you enjoyed doing through the years — helping your child grow and learn, going one-on-one with a computer, hiking in the wilderness, or painting homes. Of these activities, are there any you're interested in pursuing now?

To **get** what you want, you've **got to know** what you want. You can do this when you match your interests closely to the needs of a job. That's why it's important for you to go through your lists. Choose the things you do well (making handicrafts), and want to use in your next job (sell your work in a craft market). If communicating with others is a skill you are interested in using, there's no sense in looking for jobs where you work alone or on projects which involve little contact with other people. Cheerleaders seldom make happy security guards. Shy and reserved people rarely pull in big bucks on the lecture circuit.

People are usually happier doing things that interest them.

Your Knowledge

“Information” is the name of the game these days, so **what you know** could very well be the key to your success. Everyone has special knowledge gained through education, on-the-job training, memberships in clubs and organizations, and leisure time interests and activities. What information is in your head — the mechanical parts of a car, the piano keyboard, the theories of child development, the history of France?

Know your knowledge. Your brain is the most advanced computer known to the world. And it's one-of-a-kind. It has kept a record of every experience you've had since day one. You know a lot. So tap your resources, and get down on paper everything you know that can be translated into a job.

Your Needs

What **needs** are important to you? Do you place an importance on being in the limelight or reaping the rewards of climbing the corporate ladder? Do you need the stability and routine of a predictable job? Or do you need the fulfillment you get from helping others? Do you need the solitude of working alone? Your needs are important when it comes to looking for a job. Don't ignore them.

Your Values

Values are the importance or worth we place on certain things in life such as loyalty, honesty, prestige, beauty, health, etc. If we work in an environment which is in direct contradiction to our values, our jobs can become hard to live with. For example, if you place a high value on your health, yet your work environment is polluted by dust, noisy machines, and smoke, how happy will you be? We don't always have the luxury to pick and choose, but it's a good idea to know our values and consider them when looking for work.

How Others See You

Now that you've got yourself figured out, get some outside input. Discuss what you've learned about yourself with someone close to you. It's a good way to test your perspective of yourself. If that person thinks you're way off base when you think you're right on target, it's time to take another look at yourself. Maybe you should meet with a career counsellor. Or, better still, get involved in a career planning workshop.

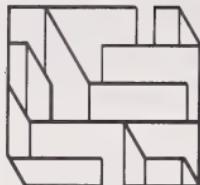
Such workshops are offered through career counselling centres, churches or community organizations. For a listing of provincial career centres available in Alberta, see pages 69-70. Why go it alone when you can have some help along the way.



REALISTICALLY LOOK AT YOUR ABILITIES.

Always keep a picture of yourself in mind when you're job hunting. You'll need to recall your achievements, skills, interests, knowledge, needs, and values often to stay on the right track in your job search. Look closely at your lists....you've got a lot to offer the right employer, and now you need to get to work finding job opportunities.

*The more you work at finding work,
the greater your chances of getting
what you want, when you want it.*



LOOKING AT JOB OPPORTUNITIES

Once you have an idea about what you'd like to do, it's time to find out where the jobs are. Too often, people grab the first job that comes along. No questions asked. They soon discover that they're required to do things they didn't expect, can't do, or never wanted to do in the first place. Instead of asking questions first and getting the necessary information to make a smart decision, they've managed to put themselves into a no-win situation; employed in a job they hate, at 40 hours a week x 50 weeks a year. That's no way to spend a life. You can find a job that will suit you. Here's how!



KNOW WHAT A JOB HAS TO OFFER.

Some Jobs Are Advertised

It's easy to find out about jobs that are advertised. Unfortunately, it's just as easy for your competition. As the numbers generally show, there's another drawback. Only 20-25% of employers ever advertise job openings. Most news about vacancies is spread by word-of-mouth.

Even so, advertised openings shouldn't be ignored. Read the **Classified** and **Career sections** of your paper every day — weekends usually have the most ads. If you see an ad that interests you, apply immediately. Putting it off even a day may be too late. Someone who followed it up that same day may already have the job.

Companies whose sales are on the rise are good prospects to approach. Regularly check **job postings** on community notice-boards and in union offices, places of business and government offices. You may want to register with a **placement agency** that specializes in areas of employment you're looking for. (They're listed in the Yellow Pages under Employment Agencies.) Make sure to ask what fees may be charged, and if you are required to register with the company. The competency of agencies varies greatly, so ask questions. Also keep your eyes open for jobs advertised **in windows of businesses**.

Research shows the following odds of finding job opportunities:

- 1 out of 2 - personal contacts*
- 1 out of 4 - employer contacts*
- 1 out of 20 - classified ads*
- 1 out of 25 - employment agencies*

Increase your odds. Use as many different methods as possible.

Some Jobs Aren't Advertised...

A job doesn't have to be advertised to be up for grabs. At the same time as you're using the traditional sources, branch out and increase your chances by looking for unadvertised job openings. This is where your ingenuity and creativity is put to the test as you tap every source you can think of.



"ANY JOB OPENINGS HERE?"

So...

Talk to employers. Whether they're advertising positions or not, employers can give you a wealth of information about what's going on in their industry, what their company does specifically, or if they even hire people with your abilities, and who else may be hiring.

Most employers will talk to you — if you're asking for information, not for a job. But some won't — and you'll have to respect their decision. With those employers who are willing to see you, be considerate of their generosity. Come prepared with a list of pertinent questions, and be aware of the amount of time you are taking up. Time is money to every business person. Afterwards, be sure to write a thank-you note.

Tune in to the media. That includes newspapers, magazines, television, and radio. Local news items announcing new or expanding projects, programs, businesses, or industries mean workers will be needed. Put on your thinking cap and your walking shoes, and see whether any of those potential jobs would suit you.

For example, the announcement of the construction of a new shopping mall can be a great lead. Construction workers will be needed during the building phase; sales people, managers and advertising personnel will be needed when stores open. By following up on the lead, you learn which companies and businesses will be involved, what staff will be needed and when. You could be the first to apply. With your foot in the door early, you won't be competing with the long line of other applicants.

Use the media. Place your own ad; advertise yourself by letting employers know what you have to offer, the type of work you can do, and how you can be reached. From a cost point of view, this method works best when you place your ad in local or community papers. Some radio and television stations run free public service programs that connect workers and employers.

WRITER FOR RENT OR SALE

- *Award-winning copywriter.*
- *10 years advertising experience on national accounts.*
- *Everything from cars to Kleenex tissues.*
- *Available for free-lance or full-time position. Call Pat. 416-9472 days, 410-9662 evenings.*

Talk to people. Whatever you do, don't keep your job search a secret. Talk to everyone and anyone. Your postal carrier. Your doctor. Your neighbours. Tell them exactly what you're looking for in a job, and why you'd be good at it. The more specific you are, the more helpful people can be. Don't leave anyone out. You never know "who knows whom" or "who knows what."

Talking to people you know, and those you see on a casual basis can give you invaluable information and tips. They can tell you about what's happening in companies they have connections with, what jobs are open or coming available, names of other people you should talk to, and where to get more information.

A "lead" opens many doors. It's often easier and your chances are better if you can approach an employer saying, "So and so suggested I talk to you." Mutual acquaintances provide that vital link between you and the people you're trying to meet. Employers on the lookout for new staff are often more willing to talk to applicants who have been referred by someone they know.

In fact, it's a smart idea to put together your own personal list of job lead sources. You may mistakenly think that only movie stars, politicians, and royalty have "connections." But everyone has them. Use the Circle of Contacts (see pages 34-35) to start networking or making connections. Maybe your bank teller's brother needs a house painter, or your dentist's wife needs a salesperson for her boutique. Start writing down the people you see on a daily basis, get together with socially, have appointments with, and those you see on rare occasions. Let your need be known.

Zeroing in on job openings is not the only information you need at this point. You'll also need to follow up all job leads by getting specific information about each job and company in which you might be interested so that you can zero in on particular job targets.

Job Targeting

Getting job and company information is the name of the game when narrowing down which specific jobs to apply for. But targeting in on certain jobs is sometimes hard to do. Often the title of the job doesn't give enough information about the job itself. Or the company is relatively new, and there isn't much written information about it. That makes it doubly important to ask questions; and it is critical to your success to ask the **right** questions.

The following 'Job Target Questions' can help you find out what you need to know, and whether or not a job is right for you. It will help you compare the job duties, working conditions, requirements, benefits, and opportunities of each job you find; help you decide which jobs you want; and help you choose which employers you want to see.

Job Target Questions

What does the job involve?

What duties, activities and responsibilities would I have?

What are the working conditions (how many hours of work a day, what's the physical environment, does the company pay strict attention to safety factors, how much travelling would I do)?

What kind of people would I be working with?

Do I get any on-the-job training?

What does the job require?

What skills and knowledge do I need? How much education, training, and work experience?

What are the physical demands of the job (carrying heavy objects, lifting, standing)?

Do I need a license, certificate or to be bondable?

Would my achievements and accomplishments from past jobs and hobbies apply to this job?

What are the employer's expectations (re: work habits, enthusiasm, dress, ability to make decisions, or work well with a team)?

What does the company have to offer?

What are the salary and benefits? What services are offered?

Are there medical, dental, and pension plans? How about educational assistance?

Will this job give me the opportunity to use the skills I like best?

Will I be in a position to learn new skills and meet challenges?

How about opportunities for me to advance and be promoted?

Are there technological changes taking place within the company?

What are my future prospects? Will my job still be around in 5 or 10 years or will I have to retrain?

*Job seeking without job targeting
is like shooting at a moving target
without any ammunition.*

Checking Things Out

The best way to get information about a job or a company is to **talk directly to employers and workers**. If you want to know more about paralegal work, contact a paralegal assistant in a lawyer's office. If you want to work as an auto mechanic at Sturdy Tire, get information about the kind of work involved by talking to the manager or an auto mechanic at the company. Visiting job-sites or work areas gives you a real feeling for the kind of work they're doing, and a good idea if you'd be interested in it. If you feel awkward approaching strangers about their work, try interviewing with a friend or relative, then go out and do the real thing.

When it gets down to calling about a specific job, make sure you get in touch with the power source — the person who does the actual hiring. Don't waste your time talking to someone who doesn't make the decisions. You've got to talk to the people who hire so that you can show how your skills can be an asset to the company or even help solve the company's problems.

There's another way to get your hands on a lot of valuable information. **How? Read all about it.** Just focus your attention in the right direction. Look at job postings, company brochures, recruitment literature, newsletters, and annual reports. For information about what's happening in certain fields, contact professional associations, community service agencies, and organizations (special interest, civic and women's or men's groups) for their brochures. Check career resource centres for occupational information, and some forecasts on job trends as well.

If you run into problems getting information, go to the nearest library. Check media reports, articles in newspaper files, and business directories such as *Contacts Influential*, *Who's Who in Canadian Business*, *Million Dollar Directory* or the *Canadian Almanac*. General information about certain occupations can be found in special interest magazines and industry publications, such as "Food Service and Hospitality," "Computers and Electronics," or "The Country Guide." Also look at business, trade, and/or professional journals. Your librarian is a professional gatherer of information. Tap into that person's library know-how for all it's worth.

If you're starting to feel like a private detective, you're on the right track. Sleuthing for the right job can be an interesting and profitable way to spend time.

Deciding Where To Apply

At this point you know the kind of job you want to go after. Now that you've found out what you need to know about each job that interests you, you're ready to look at each job's pros and cons. Consider again all the questions you asked, and weigh the information you gathered according to its importance to you.

Let's say you want to be a chef; there are openings at two different restaurants — one is a small, specialty cafe, the other is the dining room of a large hotel. How do you know which job to target? Which job should you apply for?

Example of pros and cons of working as a chef in the large hotel:

PROS

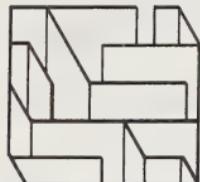
1. I can work my way up to head chef.
2. Good on-the-job training program.
3. Good money and benefits.
4. I can transfer to other hotels.

CONS

1. Won't get a chance to use all my cooking skills until I work up to a higher position.
2. Won't be acknowledged by customers for food prepared.

Keep narrowing down your list of potential employers and jobs until you're ready to make a decision. Ask yourself: "Do I have the skills to do this job well?" and "Does what I have to offer fit with what the employer wants?" Then relate all the information back to what you want in a job. Think again about your interests, needs and values. Ask yourself: "Will this job be a good one for me? Will it use my strongest skills?"

Almost every decision we make is based on what we think will make us happy. If there are some jobs you've been investigating which you think will make you happy, and you have a lot of the skills to do them well, then go for it.



MARKETING YOURSELF

Everyone has a unique combination of skills and capabilities to take to an employer. These skills and capabilities are your unique selling points. If you thought of yourself as a product, what would be your unique selling point? What is it that you have that the other products don't have? What is it that you have that would convince a shopper to buy you? It's the same when you're looking for a job. Every employer needs employees with particular skills and capabilities. It's your unique selling point that will convince an employer to hire you over everyone else. What's your unique selling point?



DETERMINE YOUR UNIQUE SELLING POINT.

You've got what it takes to market yourself, but what actually clinches the deal is how you advertise what you have to offer. Your advertising tools — what are they? Application forms. Resumes. Covering letters. Interviews. These are the tools that link you to a potential employer.

Application Forms

Company application forms say a lot about you before you've even opened your mouth. They're brief summaries of your qualifications, education and past employment. They may be boring to fill out, but well worth your time in the long run.

How you complete your form says a lot about you and the way you do things. It may even determine whether or not an employer will see you.

A carelessly completed or messy form can make a bad impression while a neat and correct form can create a good one.

Each company has its own form and requirements for filling it out. The following tips are general guidelines to follow.

Tips for Completing Application Forms

1. Have all the necessary information you'll need with you: names, addresses, and start/finish dates of past employment, education and training; details of past job duties; and names and addresses of references.
2. Obtain two copies of the form, one for practice, the other your "good" copy. Spend as much time as you need to fill it out correctly and neatly. If possible, take it home with you.
3. Read the instructions carefully and answer as you're asked. If questions don't apply to you, use "N/A" or "not applicable." Answer truthfully. It's almost impossible to repair the damage if you're caught in a lie.
4. Be specific about the type of position being applied for. An answer like, "anything" or "whatever you have open" doesn't let the employer know what you can do.
5. List past work experience from most to least recent employers. Include start and finish dates, names of companies, job titles and duties, and positive results achieved on the job.
6. When listing educational information, include dates of attendance, names of schools, and certificates obtained. If significant to the job, include training courses taken, special awards obtained or offices and memberships held.
7. Past salaries and current salary expectations are sometimes requested. Depending on how you feel about being "pigeon-holed" at a certain salary, you can either indicate a range or state you're open to negotiation.
8. If there is one, fill in the "Additional Comments" section. It's the one place on the form you can expand upon your personal skills, strengths, and reasons for being interested in the job.
9. Don't provide copies of your marks, performance appraisals or letters of recommendation unless asked. But do take along a portfolio for those jobs where employers need to see samples of your work.
10. Once completed, check the form over. Is all the information included, accurate, neatly presented, and in the right place?

Resumes

If you've ever worked, you should have a resume. Don't think you have to be a high-powered executive before you should have one.

A resume is a page or two of your most powerful work information as it applies to the specific job you want to get. Basically, it's an advertisement for yourself — a way to get people interested in your abilities, and to encourage someone to take a closer look at you. Treat your resume as your marketing tool.

Resumes should be short, simple, and organized in such a way that it draws immediate attention to your most significant skills and achievements, and how they relate to the job. It's not easy to give testimonials about your work without appearing to boast, but employers want to know your track record. People who get jobs are usually the ones who market themselves the best. So don't be bashful. Tell it like it is. And don't forget your unique selling point.

Employers often receive hundreds of unsolicited resumes. But such resumes don't have the same impact on employers as those that are used as "leave-behinds" after the employer has seen you. Once an employer has met you face to face, it's much easier to interpret your resume in light of what that person knows about you. So, if you can meet with an employer first, do it.

You've got to customize each resume to each specific job you're applying for. One resume mass-produced won't get you interviews. Effective resumes take work. And get results.

What Goes Into a Resume

Organize all your information into one, big, overall resume which includes everything about you that any employer would ever want to know — your education and training, the skills you've developed, your accomplishments and interests, various jobs, and duties you have performed. When you have a particular employer you want to give a resume to, make your resume specific to the job you're after — include what information is important for the job, and leave everything else out.

Target each and every resume to the particular job duties and requirements. Resumes work only when you give information that emphasizes how your experience matches the job you're after. This takes more effort on your part, but the pay-off is worth it. As you put together

your resume, keep looking at it from the employer's point of view. Give the employer what is wanted and needed, in a resume that's easy to read.

Resumes usually contain the following information; use it as a guide for putting together resumes that will work for you.

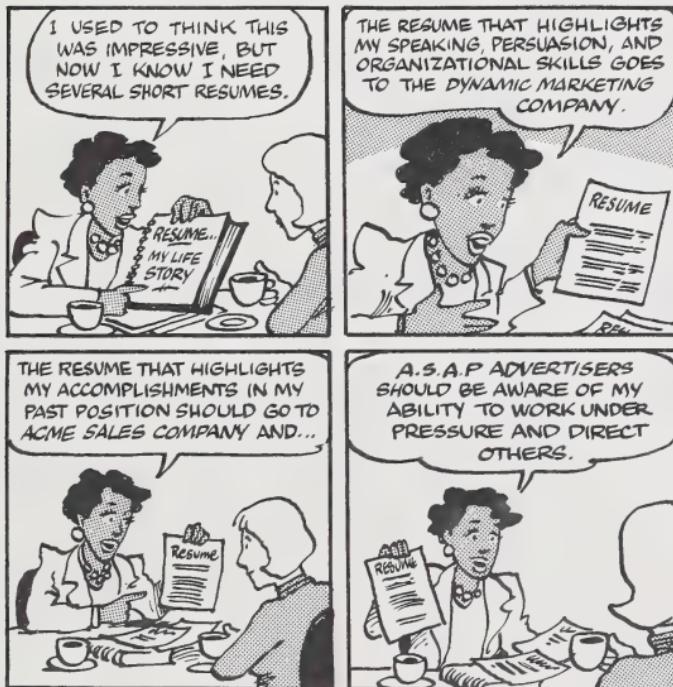
- 1. Personal Data** - At the top of the page, state your full name, address, and a telephone number where you can be reached or messages can be left during the day. No more personal information is needed. The less said the better.
- 2. Job Objective** - OPTIONAL - Some employers feel your goal is obvious. Others feel your omission of it indicates you don't know what you want. It may be included in the covering letter instead.
 - State what you want to do. Include job function desired, and company-type and industry preferred. Can state which skills/capabilities you would like to use.
- 3. Skills/Capabilities** - OPTIONAL - depending on resume format.
 - Highlight what you know, what you can do and how well you do things.
 - Choose only those capabilities important to the job you're applying for.
- 4. Work Experience/Employment Highlights*** - Also includes part-time work and relevant volunteer activities.
 - Provide company names and addresses organized from most to least recent employers — 10 years maximum.
 - Focus on relevant accomplishments and achievements rather than duties. Give concrete examples. Highlight the positive results of your experiences. (See 'Results Word List' on page 39).
 - Indicate scope of responsibility.
 - Give proof of strengths. Include positive comments made by supervisors, and particularly note promotions or successful recognition.
- 5. Education/Training*** - includes high school, college or university, adult education, trade school, and armed forces training. Evening courses, workshops or seminars, and special training sessions should also be listed if job-related. These show you've "kept in touch" and are interested and enthusiastic.
 - Name institutions attended, type of program, degree or certificate achieved, and special recognitions and awards from most to least recent.
 - Note at least the year of completion.
 - Take out high school education if you've had more schooling unless it specifically applies to the job you're interested in.

6. Interests/Activities/Personal - OPTIONAL - Provides clues to your character, adds a personal touch, and can create an impression of a well-rounded individual.

- Highlight interests and activities. Keep it short.
- Indicate memberships in professional clubs or organizations if job-related.
- Note recognitions and awards.
- Put in a comment about yourself that ends the resume on a positive note.

7. References - OPTIONAL - Use only if helpful as a referral or if specifically requested to include. Otherwise state they are available upon request.

- * Order can be interchanged depending on which one has greater importance.



Tips for Preparing Resumes

1. Adapt your resume to the information you've gathered about the employer and the job you want. Make your resume show you as the answer to the employer's needs.
2. Use action words which vividly bring your resume to life. Avoid the pronoun "I," and inexpressive words such as "I was responsible for....," or "My duties involved...." Describe your skills and capabilities by using as many appropriate words as possible from the 'JOB-SEEKING WORD LIST' at the back of this handbook.
3. Emphasize your accomplishments and achievements. Think unique selling point. Use the 'Results Word List' on page 39 to describe the positive results of your work experience.
4. Keep it simple and clear — one page, two pages at most.
5. Be truthful. Don't exaggerate or misrepresent yourself. Overblown statements like "I ran the entire organization single-handedly" threaten your credibility. Employers check information, so be accurate.
6. Don't mention salary. Salary negotiations should come after you've been offered the job.
7. Edit, edit, edit. Then go back and edit some more. Avoid rambling sentences and long paragraphs. Use the minimum number of words and phrases but avoid abbreviations. Break up the material by using point form.
8. Be neat and make sure there are no errors in spelling, punctuation or typing. Mistakes at this point can cost you the job.
9. Looks are important. The resume should be typed with plenty of white space and wide margins to create a clean, professional impression. Since columns are easy to read, place headings on the left side of the page, and the details relating to them on the right side.
10. Don't sign or date the resume.
11. Have someone read your resume before completing the final copy. Objective readers can make suggestions for improvements. If they yawn or appear confused, go back to square one and do it over again.
12. Always send a covering letter with a resume.
13. Always send an original of your resume. Don't send a photocopy.
14. Keep copies of resumes on file for future reference. Once you have a job, update your resume on a regular basis so you don't forget important information.

References

Choose your references carefully. They should be current and selected for each specific job you're going after.

- Try to use names of former employers/supervisors, teachers, or community leaders. Names of relatives and co-workers are often considered biased.
- Always get permission from the people you've chosen before you use their names. Ask if they feel they can comment favourably on your background or verify the skills you've chosen to highlight. Offer subtle reminders of your strengths and accomplishments.

Choosing the Best Format

There are basically three types of resumes, each with a format of its own.

1. Chronological Resumes - emphasize dates or jobs.
2. Functional Resumes - emphasize major skills or functions performed.
3. Combination Resumes - emphasize a combination of jobs and skills.

There are times when one format will be better to use than another. For instance, if you're re-entering the work force, or had breaks in your work history, or are wanting to change occupational fields, you wouldn't want to use a chronological resume. Such a resume would emphasize a lack of work experience or skills, draw attention to work gaps, and accentuate old job titles.

Study each format carefully and decide which one will work best for the particular job you're after. Then arrange the information in your resume to present your background in the best possible light.

*The more your resume shows
the results you've achieved,
the more likely you are
to be considered for the job.*

Chronological Resume

Advantages

- This format is the most widely used. It's preferred by many employers because it's easy to read and interpret.
- Indicates job titles or names of employers. Employers see at a glance a logical pattern of events in your life. It's easier for them to ask interview questions while looking at a copy of such a resume.
- Highlights a steady employment record, the most recent experience, and real growth and development in one's job history.
- Easiest type of resume to prepare.

Disadvantages

- Exposes any job-hopping, spotty work history, or lengthy stay in one job without promotion.
- Emphasizes work areas you may prefer to minimize. Highlights any lack of experience or absence from the job market. Doesn't allow you to build on the transferability of various skills from one job to another.
- May be difficult to spot accomplishments.

BRENDON JONES
27 4714 - 50 STREET
MEDICINE HAT, ALBERTA T1B 2C3
TELEPHONE: 555-4321

CAPABILITIES: Able to follow instructions, learn quickly, and work with others to get a job done.

EDUCATION: Western High School, Medicine Hat, Alberta
1985 - Present (completed grade 11 in June).

WORK EXPERIENCE:

Summers 1985-86 Junior Forest Ranger

- Cleared bush, planted trees, cut firewood, built walk bridges, developed campsites.
- Supervised 10 workers during second summer.

Winters (Part-time) 1985-87 Stock clerk and food packer, Bateman's IGA Ltd., main store, Medicine Hat

- Unpacked dry goods and fresh produce, packed grocery bags, cleaned up food spills.
- Had a reputation for being helpful and positive.

1983-85 Newspaper carrier, The Medicine Hat News

- Delivered papers, collected accounts, kept records.
 - Considered dependable and reliable.
 - Increased number of subscribers by 15%.

INTERESTS AND ACTIVITIES:

Present:

- Skiing, soccer, backpacking, canoeing, swimming, and coaching of Bantam Community Hockey League.
- Member of Junior Forest Wardens of Alberta (2 years), Cub Scout leader (3 years), played community hockey (3 years).

Past:

RECOGNITIONS AND AWARDS:

- Red Cross Lifesaving II Award
- Most Sportsman-like Player 1984 — Community Hockey League

REFERENCES:

Mr. Leonard Samuels, Forest Technician
Alberta Forest Service,
Fort McMurray, Alberta
Telephone: 555-5553

Ms. Ariana Jaspers, Work Experience Coordinator
Western High School, Medicine Hat
Telephone: 555-9876

Advantages

- Highlights your most valuable skill areas. Emphasizes capabilities not used in recent work experience.
- Shows real professional growth and development in desired areas.
 - Helps you downplay jobs outside your career objective.
 - Camouflages a variety of different, relatively unconnected work experiences or a spotty work record.
 - Stresses areas of experience and interest in which you might not have held a steady job.
- Particularly useful for students, career changers, and anyone re-entering the work force.

Disadvantages

- Doesn't highlight former employers or dates. (Can be included in a covering letter.)
- Emphasizes a limited number of functions in your work.
- Extra care must be taken to be clear and concise.

Note: Some employers are suspicious of this format. They may think applicants are hiding information — their work records or names of employers.

LESLIE L. MUELLER

381 Sterling Crescent

Stony Plain, Alberta T0E 2G0

Work: 555-1234

Residence: 555-4703

JOB TARGET:

Sales/marketing representative for a textbook publishing firm where an effective manner in dealing with people, and experience in evaluating textbook materials would be assets.

EMPLOYMENT HIGHLIGHTS:

Successful Sales

- Demonstrated value of encyclopedias to parents of school children past two summers.
 - Received "Creative Sales Award" for one month of outstanding sales.
- Conducted home telephone solicitation for a parenting awareness magazine (part-time while in university).
 - Increased annual subscriptions by 20%.

Communicatingand TeachingExperience:

- Taught high school biology and English (five years).
 - Praised by students for instructional methods and for fostering an appreciation of the subject.
 - Assisted students in organizing successful conservation and beautification clubs; large membership still active.
 - Commended by school principal and staff for incorporating a fresh approach and sponsoring a high level of cooperation.

SupervisoryExperience:

- Trained and supervised six student teachers.
 - These new teachers continue to maintain contact for ideas, suggestions, and support.

OrganizationalExperience:

- Presented in-service workshops each year for entire science department to review new texts.
 - Consistently complimented by peers for being well prepared, organized, and enthusiastic.

EDUCATION:

- Attained a Bachelor of Education Degree (Majors in Biology and English)
University of Calgary, Calgary, Alberta (1981).
- Participated in workshops/seminars on effective selling techniques.
- Completed a two-week public speaking course.

ACTIVITIES:

Volunteering in municipal politics and participating in community service projects.

REFERENCES:

Available upon request.

WHO YOU KNOW HELPS!
nates (past and pres-
rt group.
iers, druggists, postal car-
liers.

Members of organizations, associations, special interest groups and unions
JOBS" — SO MEET PEOPLE
counsellors, doctors, children's

of organizations, associations, special interest groups and unions.
"PEOPLE GET PEOPLE JOBS" — SO MEET PEOPLE!
Chiropractors, lawyers, counsellors, doctors,
Parents of children's friends,
Former...

Organizations, associations, special interest groups and unions
PEOPLE GET PEOPLE JOBS" — SO MEET PEOPLE!
Professionals (dentists, chiropractors, lawyers, counsellors, doctors)
Parents of children's friends
Former employers
Friends and neighbours
Teachers, professors, instructors

TELL EVERYONE!

- Church and community members/leaders
- Casual acquaintances (friend of a friend of a friend)
- People in contact with many others (hairstylists, waitresses, bus/cab drivers)
- Former co-workers and colleagues
- Company employees (workers, supervisors, secretaries, receptionists)
- Strangers (store clerks/customers, bus passengers, sports spectators)

LET THE WHOLE WORLD KNOW!

- Employers (personnel managers, company recruiters)
- People at special occasions (wedding, party or banquet guests)
- Workshop/convention/conference attendees/speakers/leaders
- Volunteer coordinators/associates

PASS THE WORD AROUND!

Advantages

- Highlights most relevant skill areas and accomplishments in a clear, chronological order.
- Emphasizes your accomplishments, past employers, or a steady work record.
- Minimizes any gaps in employment.
- Presents a fuller picture than a functional or chronological resume alone.
- Employers are somewhat accepting of this format.

Disadvantages

- Tends to be longer; may lose employer's interest.
- Tends to downplay your direct experience with specific employers.
- May appear confusing to employers. Must be direct, brief, and clear.

CRYSTAL E. LaFONTAINE
2135 Victoria Avenue
Grande Prairie, Alberta T8V 6L6
Telephone: 555-0000 Messages: 555-9999

OBJECTIVE: To broaden my public relations experience and assume administrative responsibilities within the Public Service.

CAPABILITIES:

- Successful motivation and leadership of large groups.
- Excellent knowledge of procedures for setting up workshops.
- Ability to initiate, plan, and implement a program from start to finish.

ACHIEVEMENTS:

- Introduced a teacher-support program now incorporated in 10 communities.
- Increased membership to the Multiple Sclerosis Society of Alberta by 20%, and raised funds by 10%.
- Popularized workshops by using unique presentation techniques.
- Commended highly by office managers for working effectively and efficiently under pressure.

EXPERIENCE:
Organizational/
Promotional:

- Organized mothers to volunteer at J. J. Borden Elementary School for record-keeping and supervising free-time activities.
(Program chairperson - Green View Community League, Grande Prairie, Alberta, 1985-87.)
- Developed well-received advertising campaign.
- Initiated and set up orientation workshops (held twice a year) for educating public about multiple sclerosis.
(Public relations chairperson - Multiple Sclerosis Society of Alberta, Grande Prairie, Alberta, 1984-86.)
- Organized enumerating teams for municipal elections.
(Chief regional enumerator, The City of Grande Prairie, Grande Prairie, Alberta, 1983, 1986.)

Secretarial:

- Drafted routine correspondence.
- Arranged travel and accommodation bookings.
- Prepared itineraries for convention guests.
(Silverwood Ltd., Grande Prairie, Alberta, 1979-81)
- Answered phones, referred calls, handled customer complaints, typed correspondence.
- Reorganized and updated filing system.
- Trained and supervised three clerk-typists.
(Cornish and Campbell Consulting Services, Red Deer, Alberta, 1977-79.)

EDUCATION:

Secretarial Arts Diploma, Administrative Secretary Specialization, Mount Royal College, Calgary, Alberta (June, 1976).

Attended seminars/workshops on The Supervisor's Job, Organizing Others, Introduction to Public Relations, and Women Who Win.

PERSONAL:

Competent at child care and instructing, purchasing/ budgeting, nutrition and gourmet cooking, entertaining, and recreation planning.

It's one thing to decide which resume format to use, it's another to actually put on paper words that describe you. The trick is to emphasize the positive results of your experience and involvement in work-related activities. The action words in the following 'Results Word List' should help you demonstrate results.

Results Word List

accelerated	improved	retrieved
accomplished	improvised	revamped
achieved	increased/raised	reviewed
adopted	initiated/started	revised
ascertained	innovated	revitalized
assisted	inspired	risked
attained	installed	saved
collaborated	instituted	secured
completed	introduced	selected
conceived	launched	simplified
consolidated	maintained	sold
contributed	monitored	solved
controlled	multiplied	stimulated
created	obtained	streamlined
decreased/lowered	opened	strengthened
delivered	ordered	submitted
detected	originated	succeeded
dispensed	piloted	supported
disseminated	prepared	synergized
distributed	prescribed	systematized
diverted	produced	team-built
doubled/tripled	proposed	terminated
eliminated	provided/furnished	transferred
enforced	qualified	trimmed
engineered	realized	trouble-shot
equipped	recommended	uncovered
established	reconciled	unified
executed/expedited	reduced/cut	upgraded
expanded	reinforced	utilized
founded/set up	rendered	widened
generated	reorganized	won
implemented	restored	

Pros and Cons of Doing Your Own Resume

You may be tempted to consider hiring a professional resume-writer to prepare your resume for you. There are exceptions, but usually your assets and strengths are not as adequately described, or your skills and personality are not presented as well as you can. The writer is not you, and **you** are what you're marketing.

Sometimes resume-writers simply organize the information you give them chronologically, and don't take the time to choose the resume format that best suits the information you want to present. Although it's informational, your resume still needs to give a hint of your character in it. If you feel very limited in your self-expression, and need the assistance of a resume-writing firm — make sure to check them out by doing the following:

- See samples of their finished products.
- Determine how much time you will spend working together.
- Find out how much it will cost.

Producing your own resume is also a great way of preparing yourself for talking to employers and building up your confidence. After you've organized all your information on paper, you'll know exactly what to emphasize in an interview.

It may mean more work now, but roll up your sleeves and do it yourself. A good resume is one of the strongest selling tools you have. And it's not a bad boost to your ego to read it over, and come face to face with your achievements, assets, and experiences.

Covering Letters

Covering letters accompany application forms and resumes sent to employers. To be successful, they have to do five things:

- grab the employer's attention and keep it,
- appeal to the employer's interests and needs,
- highlight your skills, experiences, and accomplishments,
- provide information that is relevant to the specific job you're seeking, and
- convince the employer you should be interviewed.

Tips for Writing Covering Letters

1. Use a short, typewritten, standard business-style letter. Make it brief and to the point, one page maximum.
2. Link yourself to the employer by naming your referral if possible. (Joe Davis, your Manager of Customer Service, suggested I write you.) Show your awareness of the types of things the company is doing and wants to achieve.
3. Use simple and direct language. Let your letter reflect your personality, but avoid appearing too pushy, overbearing, familiar or humorous. It's probably the first sample of your work the prospective employer will see and, from it, form an opinion about your attitudes and abilities.
4. Letters must be original and personally slanted to show how your skills relate to that particular employer's needs. Photocopies are unacceptable.
5. Stress how the employer will benefit from hiring you, yet give the idea you'll learn a great deal by becoming a part of the company. It's important to anticipate the reader's questions and to give the answers. Don't make it hard to see where you would fit in. Make the vital connection between you, and the job you're applying for.
6. In closing, mention you're available immediately to discuss opportunities, and meet at the employer's convenience.
7. Check the letter carefully for any spelling, punctuation, grammar, or typing errors. Then check again.

Sample Covering Letter

1422 - 65 Avenue
St. Paul, Alberta
T0A 3A0
November 24, 1986

Hire-A-Student
Resource Section
Alberta Career Development and Employment
203, 10363 - 108 Street
Edmonton, Alberta
T5J 1L8

Dear Hire-A-Student Committee:

Re: Job Search '87: Team Leader Position

I have always been aware of and impressed with the high profile that Hire-A-Student plays in our community each year. I would very much like to be a part of that.

As Chairperson of my University Students' Council, I organized and chaired meetings, supervised sub-committees and administered budgets. As a camp counsellor, I worked extensively with young people for a summer, and found that I am able to relate to them in a very positive way. Public speaking and interpersonal skills have been the major thrust of these past positions which have helped me be an effective team leader.

My personal experiences with job hunting have made me very aware of the importance of learning effective job search techniques. Having been raised in St. Paul, I have a sound knowledge of the area, and the opportunities it has to offer.

I sincerely hope that I may have the opportunity to discuss further with you my suitability for this position. Thank you for considering my application. I look forward to hearing from you.

Yours truly,

Lo Chen

Encl.

Interviews

Many people see interviews as one-way streets, and they get nervous about them when there is little reason to. Interviews are really two-way streets. It's your chance to get to know the employer, and the employer's chance to get to know you. It's your opportunity to assess the employer and the job, just as it is an opportunity for the employer to assess you and your skills. The questions you ask, and the information you get from the employer are just as important as the employer's questions and the information gained from you.

It isn't only the employer who's hiring an employee, **but you're contracting with an employer.** You have the power to determine whether you want to work for that particular company or not. The ball isn't just in their court; it's in yours too. You're not asking for a favor; you're out to sell your skills to someone who needs them. An employer is getting a lot out of hiring **you** because **you** have something to offer that is needed — a given quantity of work, of a certain quality, on which the company can profit. An interview is simply an opportunity for you to explain how your skills relate to the job being discussed. Keep that in mind. It will help you be confident and positive.

You'll feel a lot more comfortable during an interview if you know what to expect, and are prepared. Everything that happens in an interview relates to employers attempting to find out three things:

1. if you can and will do the job,
2. if you'll fit in with other staff and the company style,
3. what would be the advantage of hiring you over someone else.

What you, therefore, must do during the interview is show three things:

1. you're ready, willing, and able to do the job,
2. have the right personality,
3. have more to offer than anyone else.

Stages of the Interview

Knowing how an interview will be conducted, can help to make the interview more predictable and less threatening. It's much easier to organize your thoughts as well.

Interviews generally consist of three stages. The first stage, **establishing rapport**, is a critical one. Interviewers generally make irreversible judgements within the first three minutes of the interview. But don't depend on this structure always being followed. Be prepared for some interviewers getting right down to business; they may not have good interviewing skills, or have not allotted much time for "establishing rapport" or "breaking the ice."

Tips for Establishing Rapport

1. Come in smiling, confident, and “up.”
2. Introduce yourself; shake hands firmly.
3. Make eye contact.
4. Make small talk about the weather, traffic, etc. to put both of you at ease.
5. Ask for the length of time you’ll have for asking questions.
6. Be prepared to talk about yourself as a person.
7. Be aware of your body language and presentation style.
8. Accentuate the positive.

The second stage of the interview, **exchanging information**, focuses on your background and general qualifications. Interviewers are seeking information to assess how well your skills, knowledge and experience meet the requirements for the position. In providing this information, you can take more initiative in responding to the interviewer’s questions. Plus, you are seeking more information about the employer to determine whether or not you want to work for that company. So, be sure to ask questions too.

Tips for Exchanging Information

1. Be prepared to answer standard interview questions.
2. Expand on your skills, knowledge, and achievements.
3. Describe your expertise in problem-solving areas that concern the employer.
4. Emphasize what you can contribute to the firm; remember you’re marketing yourself.
5. Ask questions about the job and company based on your research, and what information is necessary for you to decide about the job.
6. Make sure the employer gets all the critical information about you; use your “results” words.
7. Continue to be enthusiastic.

The final stage of the interview, **closing the interview**, consists of the closing comments which “tie the interview together.” Information is provided concerning the process for selecting the successful candidate. Your impressions about the particular position upon which the interview focused can be summarized at this point as well.

Tips for Closing the Interview

1. Get the idea across you can be counted on to do a great job.
2. Express a desire to hear from the interviewer soon, and arrange to call back or return; note the date and be sure to respond.
3. If it's evident there isn't any opportunity with the company just now, ask for suggestions or job leads.
4. Thank the interviewer(s) for the time and consideration given.
5. Shake hands, and leave promptly in a positive manner.

Always be aware of how the employer is reacting to you during the interview and if need be, adjust your style.

Anticipation. A key word to success. People who think about what might happen, and then work out solutions to possibilities, often become successful. It's thinking ahead that gets you ahead. So when it comes to your interview - before you go - run through all the situations and questions you imagine might pop up. Then practise answering them. That way, by the time you shake hands with your interviewer, you're in control.

The Interviewer

As in every facet in life, there are good and bad interviewers. Who you get is the luck of the draw. Some will wait for you to start marketing yourself. Others, with skilled polish and finesse, will put you at ease, and get down to the business of discovering what you have to offer each other.

But no matter what kind of interviewer is waiting for you behind closed doors, you should be prepared for almost anything before you walk in. Although you can never know each possible question interviewers are likely to ask, you can know and be prepared for the following general areas which will be put to you. They'll want to hear about:

1. the jobs you've held — your positions, duties, and responsibilities,
2. why you're interested in this job,

3. what your career and personal goals are,
4. why you're changing jobs or types of work.

Some interviewers appear to have learned their interviewing techniques by reading guerilla war manuals. They are disarmingly aggressive, tossing out the toughest questions at you as soon as you walk in the door, and enjoying your discomfort and attempts to reply. Often how you handle the attack is what gets you in or out the door. Others, are more gentle, easy going, asking questions that may be tough, but you feel encouraged to answer. They meet you halfway, show interest in your resources, set you at ease, and bolster your confidence.

But no matter whom you meet, be aware that almost every question asked has a real purpose behind it, no matter how inconsequential or irrelevant it may appear. Once you realize that every question has a reason, you can start preparing yourself for the interview well in advance. Start throwing tough questions at yourself. Then work out your answers till they are smooth, honest, and conclude in your favour. Take all the negatives in your work and personal history, and turn them into positives for the interviewer. You can practise with the 'Sample Interview Questions' on page 51 as well.

There may be sensitive areas in your appearance, or personal or work history that interviewers would hesitate to question you on. It's up to you whether or not you want to bring them up. Remember though, if you don't, you may lose the opportunity to turn what could be perceived as a negative into a positive.

You... From the Employer's Point of View

If you're sitting in a reception area surrounded by 18 Ph.D.s, and you're all trying for the same job, don't toss in your resume with the towel just yet. Take a look at yourself from the employer's point of view.

1. Chemistry. Right or wrong, it plays an important part in who gets hired. Personality, chemistry, timing, and luck are a few factors you can't research. But they're at play between every interviewer and interviewee. Often, how an interviewer feels about you in the first three minutes of an interview is a large part of what the decision will be based on.
2. Companies hire problem-solvers. Employers face standard issues every day in the workplace such as how to cut costs, meet deadlines easily, streamline procedures or improve a product. Try to figure out what the company needs to increase productivity, sales or service, and how you can fill that need.
3. In spite of the academic degrees, if candidates can't work with people, communicate ideas, and deliver the product, they won't be getting on the payroll. So keep in the running and go the distance.



"I GAVE UP TWO HOURS OF SLEEP
TO APPLY FOR THIS JOB."

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Body Language in the Interview

Generally, over 90% of what we communicate is done without ever opening our mouths. Our body language (mannerisms, gestures, body movements, tone of voice, expressions) is like a neon sign advertising who we are. Since body language plays such a big part in any meeting, it's good to be aware of the many ways you'll be communicating — intentionally or otherwise — your attitude toward the employer.

The position of your body while you're speaking and listening says a lot about how eager you are to work. Slouching or being too laid-back destroys a positive image, so sit up straight or lean forward in your chair. Try to appear calm.

Watch for non-verbal messages from the employer as well. Shrugging shoulders, frowning expressions, hand gestures, and nodding or shaking heads can provide clues that indicate how the interviewer is reacting to you. Pay attention and take note. Check regularly to make sure that you're being understood. If you've just explained in some detail the kind of work you performed in your last job, and you see the interviewer looking confused — STOP — and ask "Is what I've said clear?" or "Would you like me to explain further?"

Be aware of what's happening. If the interviewer appears bored, change gears and show more energy, or take the cue that the interview is near an end.

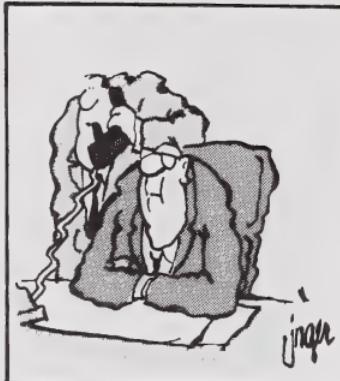
The following two pages include tips that will help you prepare for and handle interviews.

Tips for Preparing for Interviews

1. The way you dress says a lot about you. Make sure you appear neat and dress in the manner appropriate for the job. You'll be judged on your overall appearance even before you get a chance to speak. Neatness shows you care about yourself and, it follows, you probably care about the work you do.
2. Have the full name of the company and the interviewer, and know how to pronounce them. Write down the time and address of the interview.
3. Review your resume. Be able to give, without ums...ahhs...hmms..., your training, education, background, and a brief organized history of your work experience.
4. Decide what information you want the employer **to learn about you**. Think of how you can take advantage of the discussion. Keep relating the conversation back to your achievements and experience.
5. Practise giving your answers to likely questions — in your mind, on paper, aloud in front of a mirror, or with a tape recorder — which ever method works best. If you want someone to evaluate how you come across, role-play with someone acting the part of an interviewer.
6. Go over the information you gathered about the company. The importance of knowing as much as possible about a job opportunity and the potential employer cannot be over-emphasized.
7. Remind yourself of additional information you want or need to get about the job. You'll have to make a decision as to whether or not the job and company really interests you if you are offered the job. So prepare questions you can ask — "why is the position vacant?," "what is the first priority of the job?," "tell me about the people I'd be working with," "what employee characteristics are you looking for?"
8. If you're not sure how long it will take to get from home to the interview location, make a test run. Allow extra travel time in case something unexpected happens. Arrive 10 minutes early, rested and alert. It gives you a chance to look yourself over, and shows your concern for others.
9. Allow for as much time as the interview may require. For example, don't park your car at a limited time meter or make arrangements to meet someone an hour later.
10. Take only what you need, and go to the interview alone. Taking along friends or relatives may give the impression you're insecure or not capable of doing things on your own.

Tips for Handling Interviews

1. Be pleasant, honest, and sincere with everyone in the office. The employer often asks other staff members for their opinions.
2. Don't smoke, chew gum or drink coffee.
3. Express interest and enthusiasm. What you know from your research will show you're keen about getting the job.
4. Avoid "yes" or "no" answers. They're conversation-stoppers that don't let you share anything valuable about yourself.
5. Point out connections between your capabilities and the employer's needs that you might consider obvious. The interviewer may not have made the link (e.g. "I worked for two summers in the accounting department at Arrow Construction, so this should shorten the length of time you'll need to spend training me.").
6. Don't hesitate to ask for clarification on a poorly-phrased or puzzling question. It's unwise to answer a question you don't understand. And it's best to respond "I don't know" if you don't have the answer.
7. If asked something you're not prepared for, request time for a moment to think about it, and then give a response.
8. Avoid mentioning how much you need the job. By applying, you've indicated to the employer that you want the job. What interests the employer now, is what you can do for the company.
9. Ask questions. This shows you're informed, and that you've put some thought into applying for the job. And be attentive to their answers.
10. Agree cheerfully with any requests to fill out application forms or furnish references.
11. If you've found employers raising the same objections time and time again such as "you've been out of the work force for seven years," "you've always worked in the same setting," or "your health appears poor," rather than being on the defensive, explain why this would not be a problem. Any reasons employers may have for not wanting to hire you can be disproved.
12. If you get the impression the interview is not going well — don't let your discouragement show. You have nothing to lose by continuing the appearance of confidence. The last few minutes may change things. Remaining confident and determined can only make a good impression.



"I THINK I'M GONNA GET THE JOB.
CALL ME BACK IN FIVE MINUTES."

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What Employers Want

When answering questions, keep in mind that employers are generally looking for the following attributes in potential employees:

optimism	communication skills
enthusiasm	problem-solving skills
motivation	warmth and sincerity
logical thinking	drive and ambition
sound judgement	dependability
initiative	responsibility
assertiveness	stability
leadership skills	honesty
loyalty	maturity
punctuality	friendliness/quickness to smile
ability to learn	ability to set priorities

Sample Interview Questions

1. Tell me (us) about yourself.
2. Why did you apply for this job?/Why do you want to work for our company?
3. What is your understanding about the nature of the job and the company?
4. Why should we hire you?
5. What are your strengths/weaknesses?
6. Why do you want to leave your present job?
7. Don't you think you're over-qualified/under-qualified for this job?
8. Why did you change jobs so many times?/Why were you fired?
9. Can you work well under stress or pressure? What specific stress incident do you remember, and how did you handle it?
10. Describe a time when you had to motivate people to solve a problem.
11. How do you react to instructions and criticism?
12. What is your opinion of your boss?/What do you think of your previous employer?
13. What is/was your employer's opinion of you?
14. What kind of boss do you prefer?
15. What are your career plans?/What are your long-term goals?



"JUST HOW LONG IS 'ALL THE LIVE LONG DAY'?"

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The Telephone Interview

More and more employers are choosing to interview people over the telephone. This is especially true when the person applying for the job lives in another city or province.

Because you can't see the person or people interviewing you, and they can't see you, telephone interviews pose a unique challenge. You must sell yourself only with words. But then again, you can use the telephone to your advantage. A copy of your resume can be kept in front of you to help you summarize your most relevant skills and achievements. Answers to anticipated questions, and questions you have, can all be listed ahead of time, and be in front of you as well. This way you'll be sure to include all the information you wanted to convey or ask.

You will usually be advised in advance when the interview will take place. Arrange to have the employer call you at a place where you can speak comfortably — at your home if most convenient.

Nearly all of the tips for preparing for and handling personal interviews apply to telephone interviews as well. But there are a few other things to consider when marketing yourself on the telephone. Here are some tips for telephone interviews.

Tips for the Telephone Interview

1. Be prepared. Plan your call. Be ready with fast, interesting statements of the benefits the employer will have from hiring you.
2. Keep your resume, answers to anticipated questions, and list of questions to ask in front of you. Have a pen and paper handy to jot down any comments or questions you may have during the interview.
3. Answer questions in short sentences. The only thing the employer has to go on during a telephone interview is your voice. Short sentences are more readily understood than long, rambling explanations. Shorter replies also allow for more interchange between you and the employer. It will keep the interview more lively and interesting.
4. If you're asked something you aren't sure how to answer, repeat the question back to the employer. In restating the question, you will give yourself some extra time to think of an answer. This technique also means you can avoid long silences on the phone. That can be very awkward, and on the telephone even 10 seconds of silence seems to drag on forever.
5. If you've given a particularly complex answer, ask at the end if you've made yourself clear. It will give the employer a chance to clarify any questions he or she may have.
6. Answer questions courteously. Just as in a personal interview, don't drink, smoke, or eat while speaking with an employer. Give your undivided attention, and sound relaxed and confident in your presentation.

You and Your Rights

Besides the straight-forward business questions, potential employers and interviewers will also try to get to know you as a person and potential employee. Unfortunately some employers discriminate against applicants on the basis of sex, age, physical handicaps, previous emotional disorders, or their cultural, social or economic background. They ask questions which they do not have the legal right to ask. In order to stop such discrimination, there are laws which prohibit employers from asking applicants certain information that might prejudice their hiring decision.

In Alberta, **The Individual's Rights Protection Act** prohibits employers from asking applicants for the following information:

- marital status
- sex
- health/physical defects
- photograph
- date or place of birth
- weight
- religion/religious affiliations
- citizenship other than Canadian
- military service outside of Canada
- previous addresses outside of Canada

If you object to giving employers certain types of personal information, check with a Human Rights Commission office to find out whether or not you have to answer specified questions, or if it's a matter of choice.

Following Up Interviews

It's a good idea to write a brief letter of thanks to the person you talked to regardless of the outcome of the interview. Thank-you letters help to set you apart from most applicants. Your display of continuing interest also serves to jog the employer's memory of you in a favourable way.

Use this opportunity to bring up a new idea or point, clarify or reinforce something you said, respond to a question or problem, or change a faulty first impression. The letter can be handwritten and should be completed while the interview is still fresh in your mind. Make sure spelling is correct. Then avoid the wait-and-hope syndrome. Hope and act. Contact the employer soon after the date by which a response should be given.

Sample Thank-You Letter

740 - 4 Avenue
Lethbridge, Alberta
T1J 4J6
June 24, 1986

Mr. George Benson
Director, Drylands Nature Centre
Parks and Recreation Department
City of Lethbridge
Lethbridge, Alberta
T1J 4C7

Dear Mr. Benson:

Thank you very much for our discussion today regarding your current opening. I would like to add as well that I often had the opportunity to help my Grade 10 and 11 biology teachers set up displays and equipment for our labs and classes. What worked for those displays would come in handy for some of the new displays you're planning for the summer.

My experience the last two summers as a tour guide at The Pioneer Museum, and my knowledge and special interest in plants and wildlife of Alberta, would also enable me to make a positive contribution to your department.

Again, my thanks for your consideration today. It was a pleasure to meet you.

Yours sincerely,

Lillian Kerk

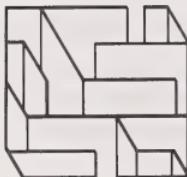
Evaluating Interviews

No matter how well or poorly you feel the interview went, evaluate your performance afterwards. A critical look at your performance can pinpoint things that you should improve before your next interview.

Use the following questions to jog your memory:

- What impressions do you feel you made on the employer, both negative and positive?
- Was there anything about yourself you failed to communicate clearly enough?
- What questions would you like to have asked, but didn't?
- What questions were you asked which you feel you didn't answer well? How would you answer them now?
- Knowing what you now know about the job, what do you feel you could contribute to it?
- What information or attributes would you like to impress upon the employer more strongly?
- How could you improve your personal presentation — what you said, how you said it, and how you came across to the interviewer?

Make notes in answer to these questions. Add other things you think could have improved the interview, or what went particularly well. Reread them before your next interview. Include reminders of what was discussed, names, salary figures, and anything else needed later on.



HANDLING JOB OFFERS

When you get a job offer, it's tempting to jump and shout **YES. Thank you. Thank you. Thank you.** But hold on. Don't automatically grab the first job offer that comes along. Weigh the pros and cons of the job first:

- Did you feel comfortable with the general atmosphere of the company?
- Does the job offer what you expect? Will you find it more fulfilling than the job you are in currently?
- Would you be satisfied with the working conditions and benefits? the pay?
- How badly do you need the job? If you've been unemployed for some time, will the job offer you a chance to re-enter the work force, although maybe at a different level?
- Is it a short-term job or a permanent position? Could you make do with a short-term job? Is a permanent position in this field what you want or need right now?
- How will the job further your career plans? Will you regret your decision three or four months from now?
- Can you easily get to the job-site? Is it on a bus route? Do you have a vehicle to drive to the job? Can you arrange car pooling?
- How are your other applications progressing?

You may get a job offer before you've received responses from other companies you've contacted, or before you've had a chance to fully check out other employment situations. Don't feel you have to take the job. If you need more time to make a final decision, give the employer a definite date by which you'll reply, reassuring that person at the same time that you're still very interested.

Before you decide, recall your values and needs. They should form some guide for accepting any job. Also go back to the information you gathered when you were job targeting, and checking out different jobs and companies. How does this one compare to the others you've been applying to? You know yourself, and what you're looking for. Try to decide if you'll be happy with this choice.

If you want to accept a job offer but have some concerns, note them and talk them over with the employer. Make it known you are interested, but you'd like to discuss a few things before accepting the job.

How Much To Ask For

If salary is one of the things you'd like to discuss, be sure you know beforehand your financial needs, what you want, what you're willing to settle for, the demand for employees with your background, and what other companies are willing to pay for people with similar skills and work experience. It's next to impossible to bargain after you've accepted the job.

If you know the business inside-out, then you know your market value. You know the highs and the lows, and you can place yourself accordingly. But if you've been out of the paid work-world for a long time, are just starting out, or are going into a new field, how do you know what to ask for?

Government and unionized companies usually have a minimum to maximum salary range for each position. As well, many positions are advertised with the salary range right in the ad. In these cases, finding your economic place in the company isn't hard to do.

But if you've been out of circulation for a while, have no idea of your fiscal worth to a company, you've got to check around. Talk to friends. Talk to people in the business — other employers, employees, personnel officers. Look at classified ads for similar jobs. Talk to your contacts. Talk to people who were your original sources of information when job targeting. Check with appropriate associations, and employment or post-secondary institution counsellors. Check library references including occupational profiles, and the provincial wage and rate survey which lists salaries for certain jobs.

Whatever salary figures you come up with, don't let insecurity be the deciding voice for salary negotiations. Far too often, especially for women who have been out of the job market for a number of years, people mistakenly marry a low self-worth and image to a low salary. They honestly feel they don't deserve more. They're wrong.

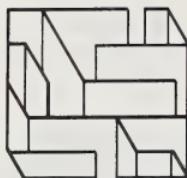
Don't get yourself caught in this trap. It's a hard one to get out of. You've got to remember that companies not only like to earn money they also like to save it, and if you will take a lower wage to do an equal job someone else would want more for, the company will go for you. They'll slot you in as low as you will go, and it's slow moving up the rungs of the corporate ladder. So think it through, and don't expect a potential employer to say "No, that's far too low...we want to pay you more than that."

Flip the salary coin over, and base your fiscal requests on reality. Company cars and company credit cards usually come with years of proven success and marketability. Try to be as objective as possible. Consider asking for a job review and salary increase after six months at the job. A word to the wise, all promises should be backed up in writing. The days of a handshake to close a deal are long gone.

When negotiating earnings, look beyond the salary, and consider the possible perks or fringe benefits that can add up to more than the actual salary you want. For example, it's sometimes possible to negotiate extra holidays, cost-of-living raises, merit raises, parking stalls, non-taxable items, different job titles, varied responsibilities, or raises in three or six months. Successful negotiation is a give and take situation; both sides win and everyone is happy.

Take into consideration the employer's needs and situation. You may discover that there isn't much leeway to negotiate the terms of employment because the earnings, benefits, or even working conditions are controlled by the company's union agreement. Think of what common interests can be satisfied, and suggest what would be of mutual benefit.

If you decide to accept a job offer, show your enthusiasm about beginning the job. If you should decide to turn down a job offer, be tactful, and express your appreciation for it.



HANDLING REJECTION

It starts off with an overly thin envelope and goes down-hill from there. "We regret to inform you..." You break out in a cold sweat. Time to throw in the towel, you say.

Don't sell yourself short, and put your self-worth in someone else's hands! If you have done so — go and get it back. And the next time rejection knocks on your door, handle it by standing back from the situation, and being objective. "Why didn't I get the job?" Take the crunched up letter out of the garbage. It may tell you why. That's a learning experience. **Everyone** gets rejected sometime. It's what you do with rejection — how you handle it, and use it to your advantage — that makes all the difference.

Pick up the phone, and tactfully ask the employer for some feedback on your interview. If, after all, you said or did something that put you out of the running for that job, it's better to find out about it. Then you won't make the same mistake at your next interview.

Staying Positive

Rejection becomes a problem when, after being turned down a number of times, you stop dead in your tracks, determined to avoid any more "No"s. When you start seeing these refusals or "No"s as personal rejections, you're in trouble. Recognize that there are a number of things involved in the selection process and you can't expect to win them all.



Funky Winkerbean by Tom Batiuk. © By and permission of News America Syndicate.

One of the hardest things to do during the job search is to maintain your morale and stay motivated. Try some of the following tips for keeping your attitude positive.

Tips for Staying Positive

1. Improve yourself. Do lots of reading on current technological trends, and subjects related to your work or areas of interest. Take short courses — days or evenings; credit or non-credit — or take special training sessions. Attend conferences, workshops, and seminars. Keep growing.
2. Get support from family, friends, professionals and others. Talk out your emotions with someone close.
3. Rid your vocabulary of self-defeating words — “can’t,” “never,” “don’t,” “no,” “hopeless,” “impossible.” Add in some “Yes I can’s. Swap the word “wish” for “will.”
4. Take temporary jobs — contract or term projects, part-time positions, even jobs for which you’re over-qualified. It’ll keep your spirits up while giving you new accomplishments to add to your list.
 - If employers see samples of your work, and like what they see, they may want to use your skills. By getting your foot in the door, you’ve alerted the employer to your capabilities, and made it easier to offer you more complex or varied work.
5. Do volunteer work that will make use of your skills, and give you the experience and contacts you need.
6. Read every flattering letter of praise, recommendation, performance appraisal, or positive recognition you’ve ever received.
7. If you’re “down,” set a time limit on how long you plan to “stay down” (preferably a few hours at the most). Then start working your way back up again.
8. Keep active. Exercise can turn your feelings around from negative to positive. Enjoy the outdoors. Bike. Hike. Ski or jog. Ten minutes on the move can make a world of difference.
9. Treat yourself after a full day of job seeking. Do something you’d really enjoy — shop, swim, visit friends, play ball.
10. Appreciate yourself. Work on plugging positives into your life.

If you don't get a job immediately, DON'T GIVE UP! Believe that there's a position out there with your name on it. And you're going to get it. You may not find the job you've dreamed of, but there really is no such thing as a "perfect" job. There are probably a number of different jobs that could offer you what you most need and want. Combining the job-seeking skills you've gained with your own experience and assets, can help you find and land one of those jobs.

But until a contract with the employer is signed in triplicate, it helps to know what you can do while you're looking so you don't get discouraged, hide under your bed, and give up your job search.

Support Systems

It's easy to start running out of steam when you've exhausted every possible job lead, and still nothing seems to be happening. You may feel angry and frustrated. Keeping your emotions and concerns pent-up does more damage than good. Help others to help you instead. Get as much support as you can to help keep the momentum going. Don't hesitate; people feel great when they've helped someone. And almost all of us have been on the downside of unemployment at some point in our lives.

We all need a little help from our friends from time to time, and job seeking is often one of those times.

Here are some ways to help you use the support available from family, friends, groups, professionals, and others.

Keep **family members** posted on your job hunt. They're interested, so let them be involved. Have them read, and react to draft applications and resumes.



USE THE SUPPORT OF OTHERS.

Have a **buddy system**. Tell a close friend or relative your job campaign plans at the beginning of each week. Report back to that person by the end of the week. Provide details of the people you saw and spoke to, information uncovered, and next week's plan of attack.

Ask for help, encouragement, and ideas from **friends, acquaintances, and family members**. Let everyone share and brainstorm ideas. Get names and addresses or phone numbers of contacts. Follow up all job leads.

If possible, attend a **job search workshop** offered through a career counselling centre, church, or community organization. There you may have the opportunity to complete some self-assessment exercises, and act on the information provided about the hidden job market, employment trends, and job-seeking techniques.

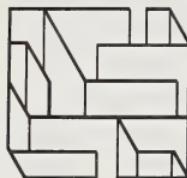
Join a **job club**. (Some are formally organized through various employment counselling service centres.) Members sign a contract committing themselves to participate in job search activities, and put into practice proven job-seeking techniques. Each person provides and receives encouragement, and assistance from others in the club.

Contact **employment and career counsellors** in schools, post-secondary institutions, career centres, or agencies. Ask for their help and advice. Get suggestions about which employers to see, where to obtain more information, and ways to improve your resumes.

Finding a job isn't easy. In fact, it can be some of the toughest work you'll ever do. But, believe it or not, it can also be a positive experience. You learn a lot along the way to employment. Most importantly, you learn about yourself — your strengths and your weaknesses. You learn about what you want and don't want. You learn about different fields of employment, and you get to meet interesting people along the way. It's not easy but, if you take it one step at a time, and one day at a time, it won't be long before you'll be earning a paycheque working at a job that's right for you.

Once you're in your new job, remember that people and circumstances change; new interests do develop. There's **no guarantee** that the work you really love now will suit you even one year from now. Or that the economic situation will remain stable for a year. Technological developments are changing the workplace every day. That means you could be looking for a new job sooner than you think. Career survival depends on your ability to **adapt to new conditions, new ideas, and new types of work**.

At least, the job-seeking techniques discussed in this handbook can be used over and over again. The job-seeking skills you develop now will come in handy many times. So be prepared for change, and continuously set new and different goals. The world is constantly changing, and so are you.



READING MORE

Job-Seeking:

The New Quick Job-Hunting Map

Richard Nelson Bolles

Ten Speed Press; Berkeley, California, 1985.

What Color is Your Parachute?

Richard N. Bolles

Ten Speed Press; Berkeley, California, 1986.

The Complete Job Search Handbook: All The Skills You Need to Get Any Job and Have a Good Time Doing It

Howard Figler

Holt, Rinehart and Winston; New York, N.Y., 1979.

How to Get the Job That's Right For You -

A Career Guide for the 80s

Ben Greco

Dow Jones; Irwin, Homewood, Illinois 1980.

The Robert Half Way to Get Hired in Today's Job Market

Robert Half

Rawson, Wade; New York, N.Y., 1981.

Guerilla Tactics in the Job Market

Tom Jackson

Bantam Books; New York, N.Y., 1978.

Who's Hiring Who

Richard Lathrop

W.W. Norton & Co.; New York, N.Y., 1979.

A Job Loss Survival Manual

Dean B. Peskin

AMACOM; New York, N.Y., 1979.

Job Seeking for Post-Secondary Students:

Put Your Degree to Work

Marcia R. Fox

W.W. Norton & Co.; New York, N.Y., 1979.

Sell Yourself, The Career Handbook for Canadian University Students and Prospective Students

Theresa Goulet

Atgood Publications Ltd.; Calgary, Alberta, 1982.

Job Seeking for Re-entry Level Women:

From Kitchen to Career

Shirley Sloan Fader

Stein and Day Publishers; New York, N.Y., 1977.

Marketing Yourself

The Catalyst Staff

The Putnam Publishing Group; New York, N.Y., 1980.

Job-Seeking Workbook:

The Hidden Job Market for the 80s

Tom Jackson and Davidyne Mayless

Fitzhenry & Whiteside, Ltd.; Toronto, Ontario, 1981.

The Damn Good Resume Guide

Yana Parker

Ten Speed Press; Berkeley, California, 1986.

Life/Work Planning:

Changing Course Midstream: Making a Midlife Career Change

Alberta Career Development and Employment, 1984.

The School-Work Connection: Adjusting to Your First Job

Alberta Career Development and Employment, 1984.

Women at Work: Making It in Two Worlds

Alberta Career Development and Employment, 1984.

The Three Boxes of Life and How to Get Out of Them

Richard N. Bolles

Ten Speed Press; Berkeley, California, 1978.

Tough Times Never Last, But Tough People Do!

Robert H. Schuller

Bantam Books; New York, N.Y., 1983.

Self-assessment:

The Truth About You:

Discover What You Should Be Doing With Your Life

Arthur F. Miller and Ralph T. Mattson

Fleming H. Revell Company; Old Tappan,
New Jersey, 1977.

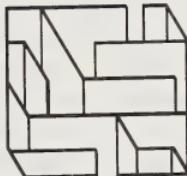
Wishcraft: How to Get What You Really Want

Barbara Sher with Anne Gottlieb

Ballantine Books; New York, N.Y., 1977.

NOTE:

There are many others. Check your local library for reading material on successful job seeking.



JOB-SEEKING WORD LIST

These action words speak results. Use them when talking to employers, completing application forms, and developing resumes. They help to describe the positive results of your experience (e.g. I've improvised first-aid materials in two emergencies), involvement in work-related activities (e.g. I can motivate and direct people), and how you are able to handle situations (e.g. I'm flexible, innovative, and able to cope with pressure).

academic	attentive	communicate	counsel
accelerate	attractive	compassionate	count
accomplish	audit	competent	courageous
account	babysit	competitive	courteous
accurate	bake	compile	create
achieve	bargain	complete	creative
act	bookkeep	compose	curious
adaptable	broad-minded	comprehend	cut
adjust	budget	compute	dance
administer	build	conceive	daring
adopt	businesslike	conduct	deal with feelings
adventurous	buy	confident	debate
advertise	calculate	conscientious	decide
advise	calm	conservative	decisive
aggressive	capable	considerate	decorate
alert	care	consistent	decrease
ambitious	careful	consolidate	dedicated
amiable	cater	construct	define
analytical	cautious	constructive	delegate
analyze	charitable	consult	deliberate
appraise	charming	contribute	deliver
arbitrate	check	control	demonstrate
arrange	cheerful	convince	dependable
articulate	classify	cook	design
ascertain	clear-thinking	cool-headed	detect
assemble	clever	cooperative	determine
assertive	climb	coordinate	determined
assess	coach	cope with pressure	develop
assist	collaborate	copy	devise
attain	collect	correspond	diagnose

diligent	fix	joke	open-minded
diplomatic	flexible	judge	operate
direct	forceful	keen	optimistic
disciplined	forgiving	kind	order
discover	formal	knit	orderly
discreet	formulate	knowledgeable	organize
dispense	found	launch	original
display	frank	lead	originate
disseminate	friendly	learn	outgoing
distribute	furnish	lecture	oversee
divert	gather information	liaise	paint
dominant	generate ideas	lift	paraphrase
double	generous	light-hearted	patient
draft	guard	listen	people-oriented
draw	guide	lobby	perceptive
drive	hard-working	logical	perfectionist
eager	head up	loving	perform
easy-going	healthy	lower	persevering
edit	help	loyal	personable
educate	helpful	maintain	persuade
efficient	honest	make crafts	photograph
eliminate	host	manage	pilot
empathize	hypothesize	manipulate	plan
energetic	identify	map	play (any sport, musical instrument)
enforce	illustrate	mature	pleasant
engineer	imagine	mediate	politick
enjoyable	implement	memorize	positive
enterprising	improve	mentor	practical
entertain	improvise	methodical	preach
enthusiastic	increase	meticulous	precise
equip	independent	model	predict
establish	industrious	model-making	prepare food
estimate	influence	moderate	present
evaluate	inform	modest	prescribe
examine	informal	money-manage	print
execute	initiate	monitor	priorize
expand	innovative	motivate	problem solve
expedite	inspect	multiply	process
experiment	inspire	natural	produce
explain	install	navigate	productive
express	institute	negotiate	program
extract	instruct	notify	progressive
facilitate	interpret	nurse	project
fantasize	interview	objective	promote
fast learner	introduce	obliging	proofread
file	introspective	observe	propose
finance	inventive	obtain	protect
firm	investigate	open	

prove	schedule	swim	trustworthy
provide	screen	symbolize	type
prudent	sculpt	synergize	typeset
publicize	secure	synthesize	umpire
punctual	select	systematic	unaffected
purchase	self-confident	systematize	uncover
purposeful	self-reliant	tactful	understand
qualified	sell	take initiative	unify
question	sense of humor	take inventory	update
quick	sensitive	talented	upgrade
quiet	serve	talk	utilize
raise	service	teach	verify
read	set up	teachable	versatile
realistic	sew	team-built	visualize
realize	shape	tenacious	weave
reason	sharp-witted	terminate	widen
receptive	simplify	test	won
recommend	sincere	thorough	worker
reconcile	sing	thoughtful	write
recruit	ski	tolerant	
reduce	smart	train	
refer	sociable	transcribe	
reflective	sold	transfer	
rehabilitate	solve	translate	
reinforce	sophisticated	treat	
relate	sort	trim	
relax	speak	triple	
reliable	spontaneous	trouble-shoot	
remember	stable	trusting	
render	start		
reorganize	steady		
repair	stimulate		
report	story-tell		
research	streamline		
resolve	strengthen		
resourceful	strong-minded		
responsible	structure		
restore	study		
retiring	stylize		
retrieve	submit		
revamp	substantiate		
review	succeed		
revise	summarize		
revitalize	supervise		
ride	support		
risk-taking	supportive		
run	substantiate		
save	survey		

CAREER INFORMATION HOTLINE

Ever wondered....

- how you could finish high school, get a college diploma, or retrain for a different occupation?
- what an art therapist, a ceramics engineer, an avalanche observer, a _____ does, and how to become one?

CALL THE HOTLINE

Ever needed advice on....

- how to write a resume or take an interview?
- how to get back into the workforce, or change careers?

CALL THE HOTLINE

Ever wanted to know....

- where to get financial help to go to school?
- what government programs exist for job creation and retraining?
- where you can get free career counselling?

CALL THE HOTLINE

The **Career Information Hotline** is a toll-free telephone career information and referral service that will answer your questions Monday to Friday, 8:15 a.m. - 4:30 p.m.

In Edmonton: call 422-4266

Elsewhere in Alberta: call 0 and ask for Zenith 22140

GO AHEAD - MAKE A CALL

Alberta Career Centres

Need some feedback concerning your resumes? Need any specific job-seeking information? Need to change your career plans? For assistance, contact the centre nearest you.

Bonnyville

Box 1798
101 Administration Building
c/o ECRS
5008 - 50 Avenue
T0A 0L0
Telephone: 826-4175

Calgary

2nd Floor
805 - 9 Street SW
T2P 2Y6
Telephone: 297-6347

Camrose

Room 110B, Provincial Building
4867 - 50 Street
T4V 1P6
Telephone: 679-1275

Edmonton

101 Sun Building
10363 - 108 Street
T5J 1L8
Telephone: 427-5659

Fort McMurray

740 Jubilee Centre, W Tower
9915 Franklin Avenue
T9H 2K4
Telephone: 743-7207

Grande Prairie

Room 1201, Provincial Building
10320 - 99 Street
T8V 6J4
Telephone: 538-5348

High Level

2nd Floor, Provincial Building
9812 - 101 Street
T0H 1Z0
Telephone: 926-2661

Hinton

Box 1460
Promway Building
112 McLeod Avenue
T0E 1B0
Telephone: 865-8257

Lethbridge

Bag Service 3014
400 Professional Building
740 - 4 Avenue S
T1J 4C7
Telephone: 381-5444

Lloydminster

5704 - 44 Street
T9V 2A1
Telephone: 871-6480

Medicine Hat

302 Provincial Building
770 - 6 Street SW
T1A 4J6
Telephone: 529-3683

Peace River

P.O. Box 2, Bag 900
Kit Building
10016 - 101 Street
T0H 2X0
Telephone: 624-6211

Pincher Creek

Box 2138
226 Provincial Building
782 Main Street
T0K 1W0
Telephone: 627-3922

Red Deer

Box 5002
3rd Floor W, Provincial Building
4920 - 51 Street
T4N 6K8
Telephone: 340-5353

St. Paul

Box 1989
100 Melenchuk's Mall
5009 - 50 Avenue
T0A 3A0
Telephone: 645-6383

Slave Lake

Box 787
2nd Floor, SLD Building
c/o ECRS
T0G 2A0
Telephone: 849-7220
Note: by late 1986 this Career
Centre will move to the Main
Floor of the Lakeland Centre.

Wetaskiwin

2nd Floor, Provincial Building
5201 - 50 Avenue
T9A 2A5

Telephone: 352-1357

Whitecourt

244 Provincial Building
5020 - 52 Avenue
T0E 2L0

Telephone: 778-4885

If you live in Alberta outside one of the above communities, enquire as to whether services are provided at a location nearer to you.

If you live outside Alberta, contact your provincial or territorial government for information on career counselling services in your home area.

National Library of Canada
Bibliothèque nationale du Canada



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Targeting Resumes

Making Contacts

Looking into Yourself